

Abstract

This invention provides technology (including apparatus, method, software, and/or data structures) to broadcast data from one or more content providers via one or more broadcast channels to one or more content recipients. This technology meets the different needs of the three major stakeholders – the content providers, the broadcasters, and the content recipients. The technology provides support for identifying the data to be broadcast, setting the broadcast schedule, getting the data inserted into the broadcast stream, extracting it from the broadcast stream at the receiver, and many ancillary activities such as compression, error correction, bandwidth management, bandwidth usage reporting, and content filtering at the receiver.